



DISTRIBUTION REPORT

Shari Teitelbaum and Lisa Han

DATE: November 20, 1997

TO: Distribution

SUBJECT: PARLIAMENT KSB FLORIDA DISTRIBUTION REPORT - 4 WEEKS ENDING 10/11/97
Attached is the Florida Parliament KSB distribution report for the four weeks ending 10/11/97. Please note that this is the final distribution report relating to this expansion. The source for this report is the STARS Store Level Database. Note that share information on these reports reflect distribution from wholesale to retail, as opposed to actual retail takeaway. Key findings for the four week period ending 10/11/97 are summarized below.

After the declines leveled off in the last period, slight distribution gains, as measured by STARS, were seen for Parliament KSB in AOC in Florida (defined by the percent of clean stores receiving the packing during this period) during this four week period. Overall STARS distribution of KSB is slightly higher (+ 5.5) than during the pre-expansion 4-week period in C-stores. This is true of all markets except Miami.

- Distribution of Parliament KSB in AOC in Florida rose 2.1 points in this 4-week period, driven by C-store gains (+ 2.9 points). KSB distribution continued to remain highest in this trade class at 29.8%, slightly above its pre-expansion level of 24.3%. Distribution in supermarkets remained unchanged at 7.3% during this four week period, below its pre-expansion level of 13.6%. To date, a total of 8,896 STARS outlets (not just clean stores) in these five markets have received KSB at least once since the introduction, with the penetration rate remaining relatively stable at one-third (35.0%) of all outlets. The penetration rate continued to remain highest in C-stores at 53.9%.
- During this 4-week period, the packing was received by a total of 2,145 "clean" stores in Florida, the majority of which were reorders. That is, 76% of the stores that received KSB during this 4-week period had also ordered KSB in the prior 4-week period. In addition, the number of "new" stores (stores that did not get the product in the prior four weeks) receiving KSB increased (+ 53).
- Small distribution gains, as measured by STARS, were seen in all three of the key markets: Miami (+ 3.6 to 66.9%), Tampa (+ 3.4 to 28.8%), and Orlando (+ 3.0 to 36.9%). Despite these gains, Orlando remains the only market that has achieved or surpassed its distribution goal. The percent of stores receiving KSB continued to remain relatively stable from the prior four week period in Jacksonville and Pensacola. As expected, distribution remained highest in Miami (66.9%) and lowest in Pensacola (0.4%). Note, however, that Miami is the only market in which STARS distribution for KSB is below its pre-expansion level.
- Similar to the prior four periods, the majority of stores receiving the packing have industry volume of 151-300 CPW (36.9%) and 76-150 CPW (25.8%). However, slight declines were noted in both of these CPW breaks, while slight improvements were primarily seen in the lower volume (≤ 75 CPW) outlets.

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- While slight increases in distribution were reported, KSB share, as measured by STARS, remained unchanged at .25% in total Florida during this four week period. STARS shares were also relatively stable by market and have continued to remain significantly higher in Miami (.94%) than in the other four markets. Orlando was next at .28% and Tampa third at .14%.

Distribution:

NYO

M. Anton
J. Bonhomme
S. Fuller
A. Goldfarb
B. Iler
L. Johnson
S. LeVan
C. Levy
J. Mortensen
P. Nebosky
B. Neidle
A. Sinha
L. Steen
S. Subramanian
M. Waldman
B. Weinstein
R. Whalen

Florida

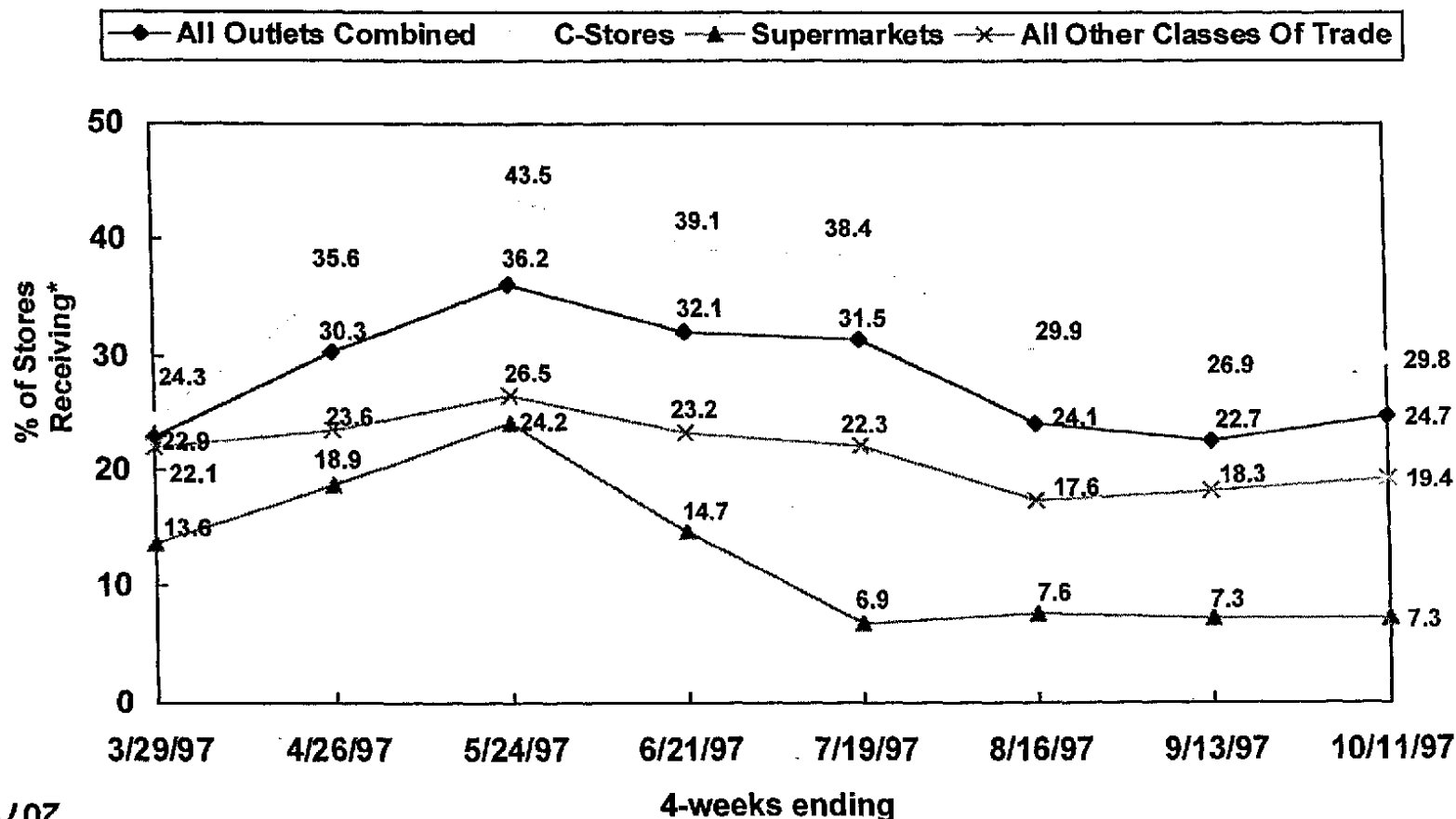
S. Caldwell (Heathrow 407-333-1613)
A.B. Campbell (Pensacola 904-479-3268)
W. Cashion (Heathrow 407-333-1613)
J. Clary (770-392-7083)
P. Egan (Tampa 813-621-2231)
J. Margolis (Deerfield Beach 954-698-0074)
F. Messenger (Heathrow 407-333-1613)
G. Wren (Jacksonville 904-737-5065)

Y & R (212-210-5460)

B. Hartnett
K. McCloskey
L. Schwed

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Distribution of Parliament KSB - Total Florida -

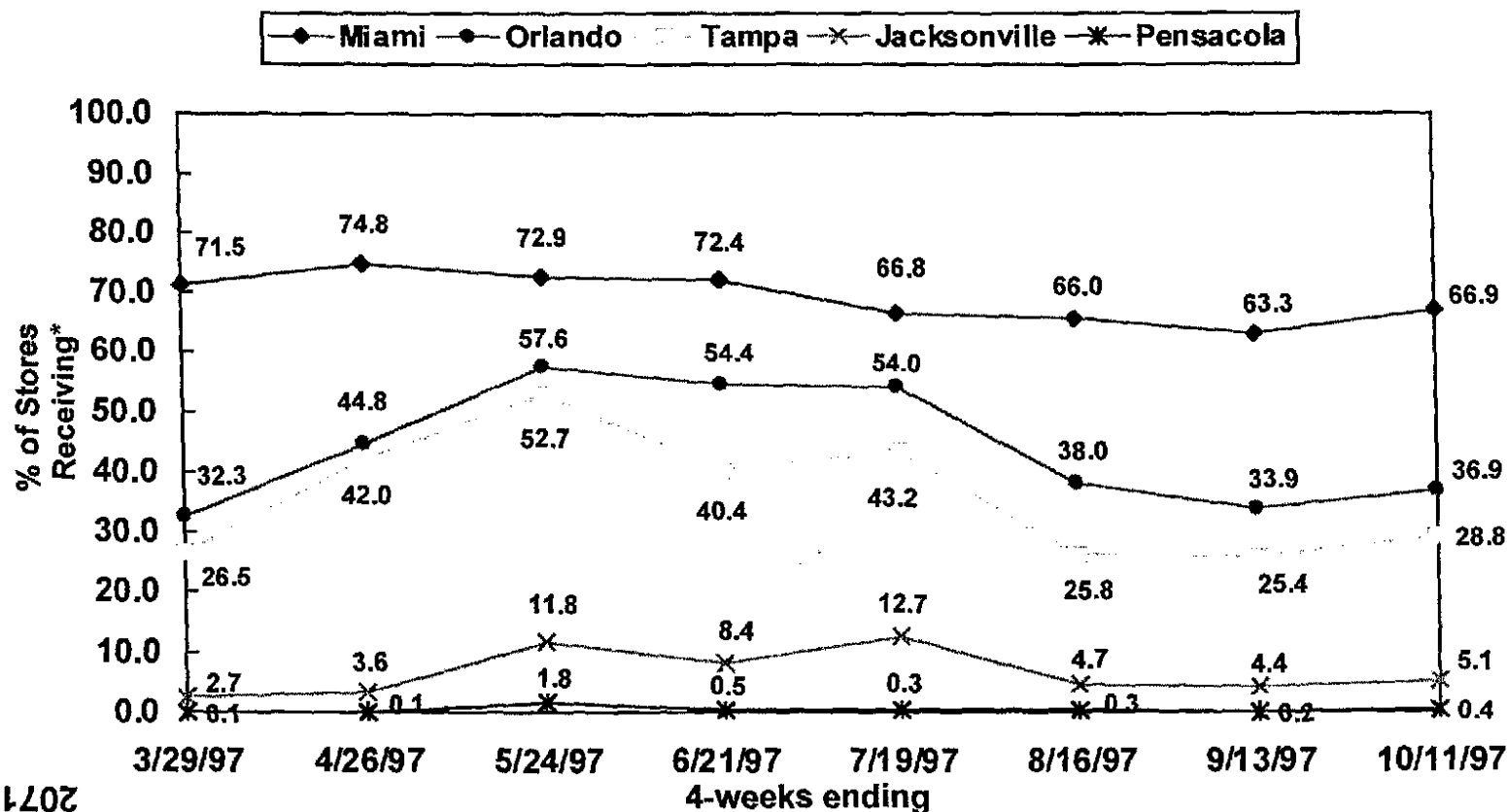


* Defined as number of stores receiving Parliament KSB during the 4-week period as a % of total clean stores.

Source: STARS Store Level Database (Note: Reflects approximately 80% of Florida volume; does not include Winn-Dixie and Publix supermarkets)

Parl. KSB Florida dist. report -
4 weeks ending 10/11/97

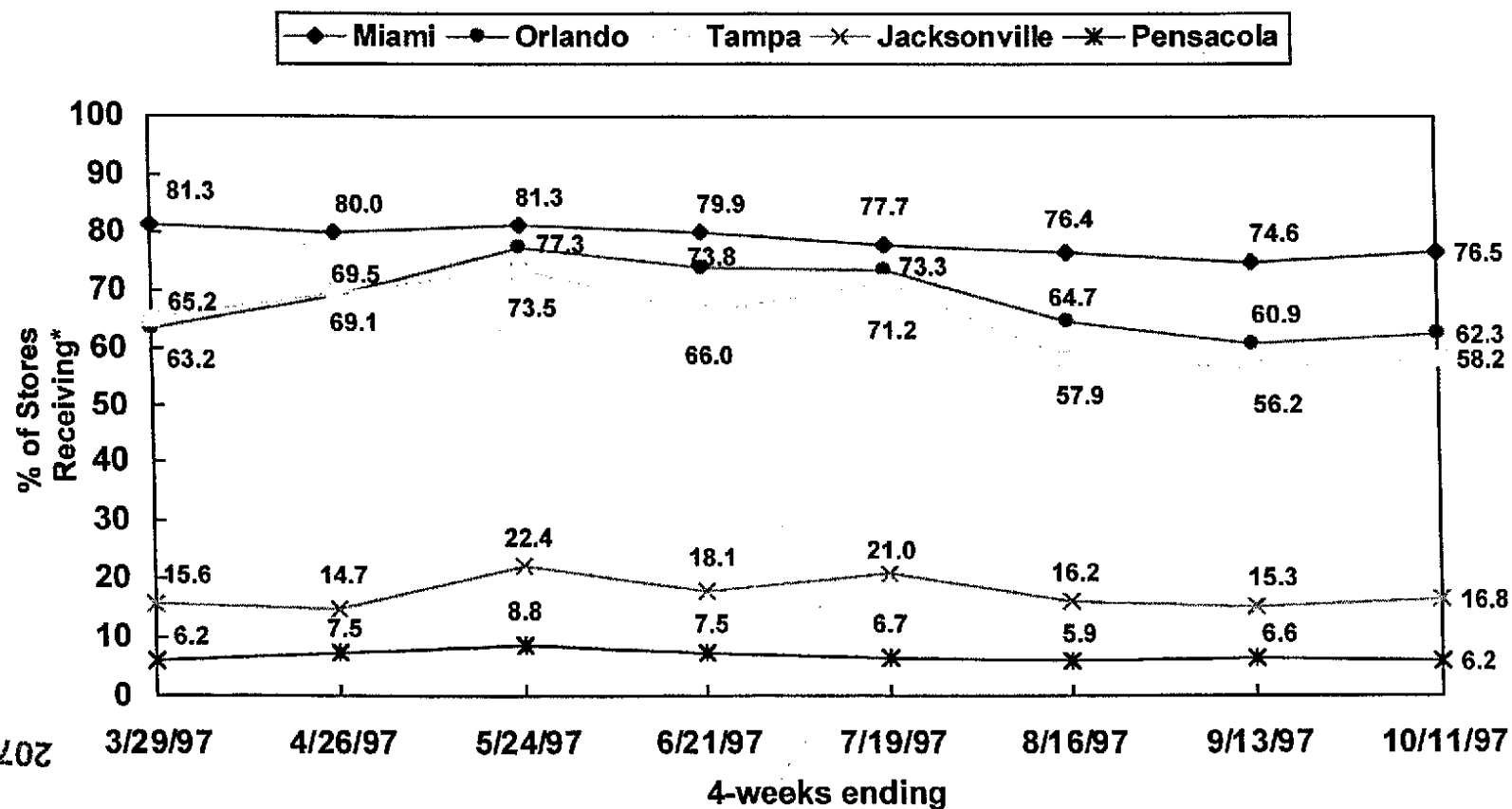
Distribution of Parliament KSB By Market - All Outlets Combined -



* Defined as number of stores receiving Parliament KSB during the 4-week period as a % of total clean stores.

Source: STARS Store Level Database (Note: Reflects approximately 80% of Florida volume; does not include Winn-Dixie and Publix supermarkets)

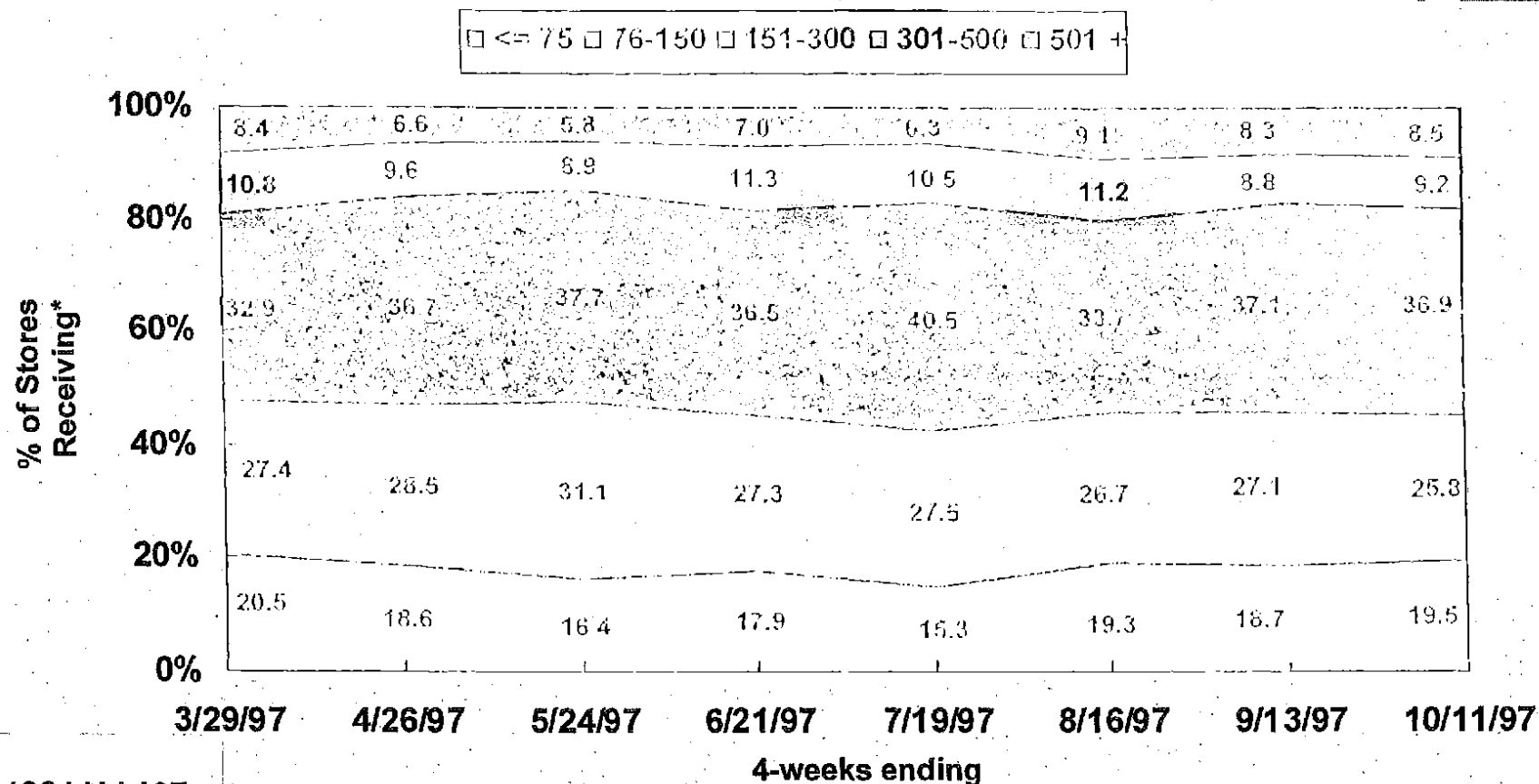
Distribution of Total Parliament By Market - All Outlets Combined -



* Defined as number of stores receiving Total Parliament during the 4-week period as a % of total clean stores.

Source: STARS Store Level Database (Note: Reflects approximately 80% of Florida volume; does not include Winn-Dixie and Publix supermarkets)

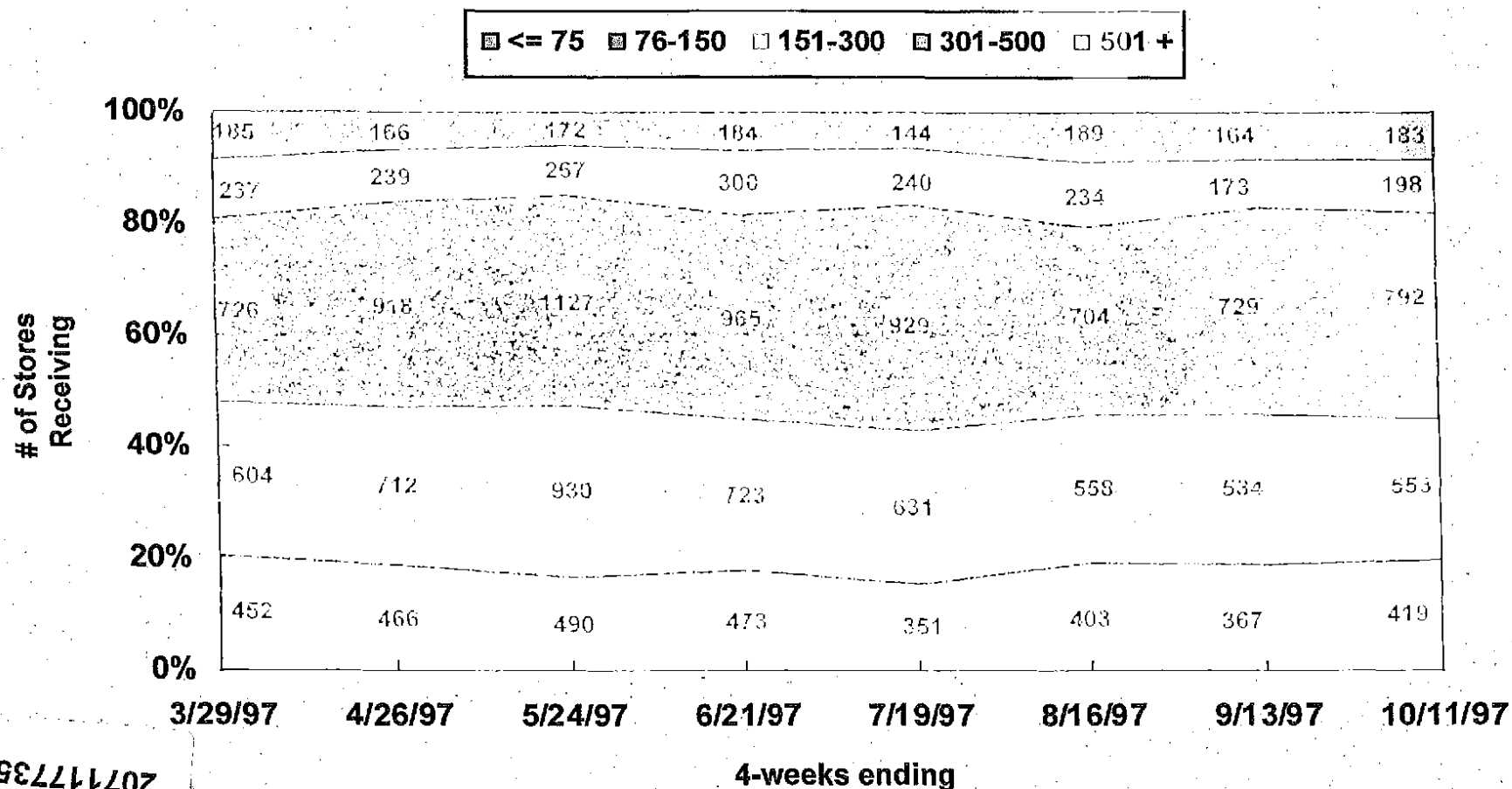
Profile of Percent Current Stores Receiving Parliament KSB - By CPW Breaks -



Source: STARS Store Level Database (Note: Reflects approximately 80% of Florida volume; does not include Winn-Dixie and Publix supermarkets)

* NOTE: Defined as number of stores receiving Parliament KSB that fall into a particular CPW grouping divided by all stores receiving Parliament KSB for each 4-week ending period (i.e., 21.6% of stores which received KSB during the 4-weeks ending 3/29/97 had CPW volume of 75 or under).

Profile of Current Stores Receiving Parliament KSB - By CPW Breaks -



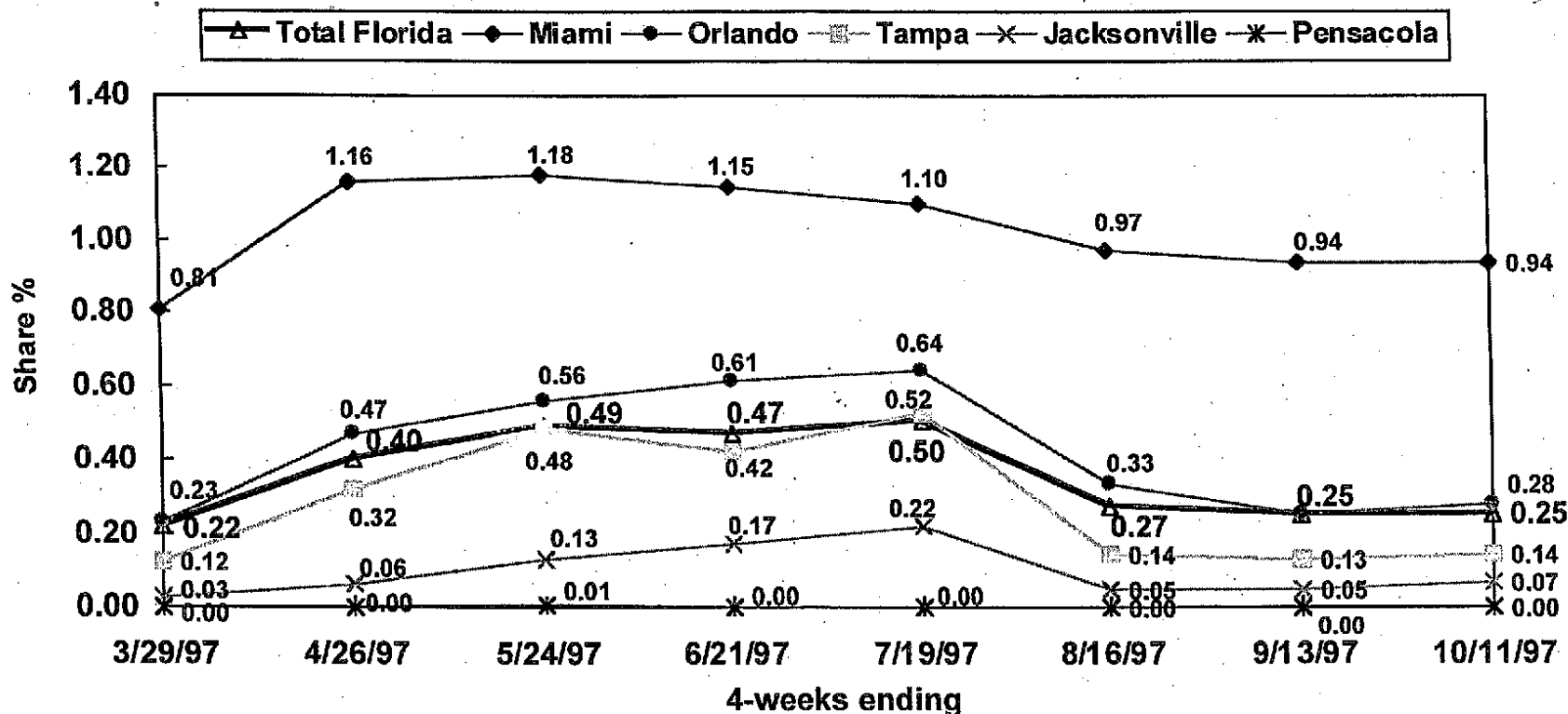
Source: STARS Store Level Database (Note: Reflects approximately 80% of Florida volume; does not include Winn-Dixie and Publix supermarkets)

Parliament KSB Share Performance

Distributor to Retail Shipments

- All Outlets Combined -

CAUTION: Data is reflective of the flow of product from distributor to retail, not retail takeaway.

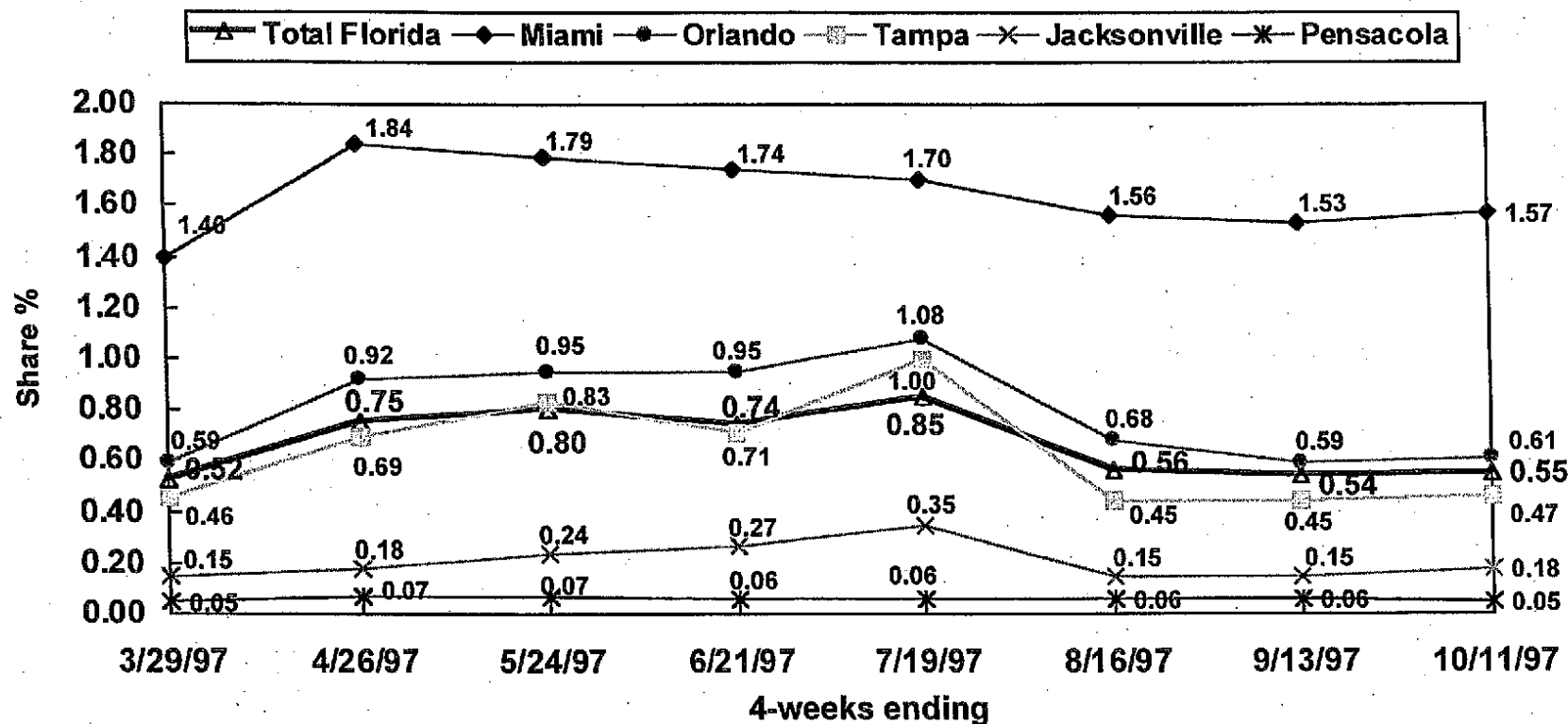


Source: STARS Store Level Database (Note: Reflects approximately 80% of Florida volume; does not include Winn-Dixie and Publix supermarkets)

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Total Parliament Share Performance Distributor to Retail Shipments - All Outlets Combined -

CAUTION: Data is reflective of the flow of product from distributor to retail, not retail takeaway.



Source: STARS Store Level Database (Note: Reflects approximately 80% of Florida volume; does not include Winn-Dixie and Publix supermarkets)

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PARLIAMENT KS BOX FLORIDA INTRODUCTION REPORT

ALL FLORIDA MARKETS
All Outlets Combined

- includes promo product

Week Ending:
Manufacturer:
Introduction Date:

October 11, 1997
Phillip Morris
April 28, 1997

since launch

4 Weeks Ending:		5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
Number of Stores Receiving KS Box at least once*		7,501	8,025	8,356	8,609	8,749	8,896	147	3,199
% of Stores Receiving		29.5%	31.6%	32.9%	33.9%	34.4%	35.0%	0.6%	12.6%
Number of "Clean" Stores		8,249	8,249	7,283	8,677	8,677	8,677	0	428
Current Stores Receiving Total Parliament		4,048	3,758	3,334	3,562	3,446	3,543	97	-163
% of Stores Receiving		49.1%	45.6%	45.8%	41.1%	39.7%	40.8%	1.1%	-4.1%
Current Stores Receiving KS Box									
# of Stores Receiving		2,986	2,645	2,295	2,089	1,967	2,145	178	-356
# of New Stores Receiving		1,128	677	438	555	451	504	53	-256
# of Stores Re-ordering		1,858	1,964	1,849	1,532	1,512	1,638	126	-101
% of Stores Re-ordering		36.2%	32.1%	31.5%	24.1%	22.7%	24.7%	2.1%	-5.6%
Volume									
Total 4-week KS Box Carton Volume		36,150	35,603	33,732	20,820	18,994	19,749	755	-8,198
Total 4-week Total Parliament Carton Volume		59,530	56,698	58,021	42,326	41,374	42,529	1,155	-9,766
Brand Share (pp)'									
Average KS Box Share in Total Stores		0.49	0.47	0.50	0.27	0.25	0.25	0.01	-0.14
Average Total Parliament Share in Total Stores		0.80	0.74	0.85	0.56	0.54	0.55	0.01	-0.20
Average KS Box Share in Stores Receiving		0.95	0.88	0.93	0.67	0.59	0.54	-0.05	-0.27
Average Total Parliament Share in Stores Receiving		1.41	1.26	1.44	1.12	1.05	0.98	-0.07	-0.34
Carton Volume per Week									
KS Box CPW per Store Receiving KS Box		3.03	3.37	3.68	2.50	2.43	2.31	-0.12	-0.48
Total Parliament CPW per Store Receiving		4.51	4.82	5.69	4.17	4.33	4.16	-0.17	-0.40
Distribution of Current Stores Receiving KS Box:									
Industry CPW Breaks		5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
<= 75		490	473	351	403	367	419	52	-47
76 - 150		930	723	631	558	534	553	19	-159
151 - 300		1,127	985	929	704	729	792	63	-126
301 - 500		267	300	240	234	173	198	25	-41
501+		172	184	144	189	164	183	19	17

NOTE: Data reflects approximately 80% of Florida Volume; does Not include WINN-DIXIE & PUBLIX Supermarkets.

1) Share calculations for Stores Receiving are based on total industry volume of stores receiving Parliament KS Box only

* Based on all STARS stores

SOURCE: STARS Store Level database (Analytic Stores)

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PARLIAMENT KS BOX FLORIDA INTRODUCTION REPORT

ALL FLORIDA MARKETS
C-Stores

Week Ending:
Manufacturer:
Introduction Date:

October 11, 1997
Philip Morris
April 28, 1997

4 Weeks Ending:	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
Number of Stores Receiving KS Box at least once*	4,119	4,402	4,553	4,672	4,708	4,752	44	1,932
% of Stores Receiving	46.7%	49.9%	51.6%	53.0%	53.4%	53.9%	0.5%	21.9%
Number of "Clean" Stores	4,757	4,757	4,424	4,827	4,827	4,827	0	70
Current Stores Receiving Total Parliament	2,658	2,501	2,361	2,266	2,158	2,224	66	-195
% of Stores Receiving	55.8%	52.6%	53.4%	46.9%	44.7%	46.1%	1.4%	-4.8%
Current Stores Receiving KS Box								
# of Stores Receiving	2,068	1,862	1,699	1,442	1,299	1,437	138	-256
# of New Stores Receiving	869	545	323	400	272	318	46	-254
# of Stores Re-ordering	1,199	1,316	1,371	1,042	1,025	1,118	93	-2
% of Stores Receiving	43.5%	39.1%	38.4%	29.9%	26.9%	29.8%	2.9%	-5.8%
Volume								
Total 4-week KS Box Carton Volume	21,442	16,805	17,383	11,296	8,786	8,992	206	-4,675
Total 4-week Total Parliament Carton Volume	29,794	24,434	27,963	19,576	18,927	17,324	397	-5,883
Brand Share (pp)¹								
Average KS Box Share in Total Stores	0.64	0.49	0.55	0.33	0.26	0.26	0.00	-0.18
Average Total Parliament Share in Total Stores	0.89	0.71	0.89	0.57	0.50	0.51	0.01	-0.21
Average KS Box Share in Stores Receiving	1.38	1.08	1.26	0.88	0.81	0.73	-0.08	-0.31
Average Total Parliament Share in Stores Receiving	1.78	1.42	1.78	1.27	1.26	1.17	-0.09	-0.35
Carton Volume per Week								
KS Box CPW per Store Receiving KS Box	2.59	2.23	2.56	1.97	1.70	1.57	-0.14	-0.45
Total Parliament CPW per Store Receiving	3.33	2.94	3.62	2.83	2.66	2.50	-0.18	-0.42
Distribution of Current Stores Receiving KS Box:								
Industry CPW Breaks	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
<= 75	199	196	149	155	127	146	19	-50
76 - 150	897	536	492	422	383	406	23	-119
151 - 300	933	823	830	585	613	674	61	-96
301 - 500	198	256	195	198	126	148	22	-22
501+	43	51	33	82	50	63	13	31

NOTE: Data reflects approximately 80% of Florida Volume; does Not include WINN-DIXIE & PUBLIX Supermarkets.

1) Share calculations for Stores Receiving are based on total industry volume of stores receiving Parliament KS Box only

* Based on all STARS stores

SOURCE: STARS Store Level database (Analytic Stores)

PARLIAMENT KS BOX FLORIDA INTRODUCTION REPORT

ALL FLORIDA MARKETS
Supermarkets

Week Ending:
Manufacturer:
Introduction Date:

October 11, 1997
Philip Morris
April 28, 1997

4 Weeks Ending:	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
Number of Stores Receiving KS Box at least once*	414	495	520	525	529	533	4	193
% of Stores Receiving	24.8%	29.7%	31.2%	31.5%	31.7%	32.0%	0.2%	11.6%
Number of "Clean" Stores	339	339	277	330	330	330	0	-9
Current Stores Receiving Total Parliament	169	145	96	131	138	142	4	-13
% of Stores Receiving	49.8%	42.8%	34.7%	39.7%	41.8%	43.0%	1.2%	-2.7%
Current Stores Receiving KS Box								
# of Stores Receiving	82	50	19	25	24	24	0	-40
# of New Stores Receiving	28	6	4	7	3	4	1	-11
# of Stores Re-ordering	54	44	15	17	21	20	-1	-29
% of Stores Receiving	24.2%	14.7%	8.9%	7.6%	7.3%	7.3%	0.0%	-11.6%
Volume								
Total 4-week KS Box Carton Volume	676	378	110	184	152	161	9	-314
Total 4-week Total Parliament Carton Volume	1,687	1,242	763	1,182	1,217	1,238	21	-281
Brand Share (pp)†								
Average KS Box Share in Total Stores	0.22	0.13	0.04	0.06	0.05	0.06	0.00	-0.11
Average Total Parliament Share in Total Stores	0.55	0.44	0.31	0.38	0.42	0.43	0.02	-0.08
Average KS Box Share in Stores Receiving	0.96	0.99	0.91	0.91	0.80	0.91	0.11	-0.01
Average Total Parliament Share in Stores Receiving	1.57	1.71	1.81	1.75	1.62	1.87	0.25	0.16
Carton Volume per Week								
KS Box CPW per Store Receiving KS Box	2.06	1.89	1.54	1.84	1.58	1.68	0.09	-0.19
Total Parliament CPW per Store Receiving	3.37	3.28	3.07	3.52	3.23	3.46	0.23	-0.02
Distribution of Current Stores Receiving KS Box:								
Industry CPW Breaks	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
<= 75	4	4	1	0	2	2	0	-3
76 - 150	21	15	6	10	6	7	1	-10
151 - 300	48	26	12	13	13	13	0	-21
301 - 500	9	4	0	1	2	1	-1	-5
501+	2	1	0	1	1	1	0	-1

NOTE: Data reflects approximately 80% of Florida Volume; does Not Include WINN-DIXIE & PUBLIX Supermarkets.

1) Share calculations for Stores Receiving are based on total industry volume of stores receiving Parliament KS Box only

* Based on all STARS stores

SOURCE: STARS Store Level database (Analytic Stores)

PARLIAMENT KS BOX FLORIDA INTRODUCTION REPORT

ALL FLORIDA MARKETS
All Other Class of Trades

Week Ending:
Manufacturer:
Introduction Date:

October 11, 1997
Phillip Morris
April 28, 1997

4 Weeks Ending:	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
Number of Stores Receiving KS Box at least once*	2,968	3,128	3,283	3,412	3,512	3,611	99	1,074
% of Stores Receiving	18.9%	20.9%	22.0%	22.8%	23.5%	24.2%	0.7%	7.2%
Number of "Clean" Stores	3,153	3,153	2,582	3,520	3,520	3,520	0	367
Current Stores Receiving Total Parliament	1,223	1,112	877	1,165	1,150	1,177	27	45
% of Stores Receiving	38.8%	35.3%	34.0%	33.1%	32.7%	33.4%	0.8%	-2.5%
Current Stores Receiving KS Box								
# of Stores Receiving	836	733	577	621	644	684	40	-60
# of New Stores Receiving	231	126	111	148	176	182	6	9
# of Stores Re-ordering	605	604	463	473	486	500	34	-70
% of Stores Receiving	26.5%	23.2%	22.3%	17.6%	18.3%	19.4%	1.1%	-4.2%
Volume								
Total 4-week KS Box Carton Volume	14,032	18,620	16,239	9,140	10,056	10,596	540	-3,149
Total 4-week Total Parliament Carton Volume	28,069	31,022	29,295	21,588	23,230	23,967	737	-3,602
Brand Share (pp) ¹								
Average KS Box Share in Total Stores	0.37	0.48	0.48	0.24	0.25	0.26	0.01	-0.14
Average Total Parliament Share in Total Stores	0.75	0.80	0.86	0.57	0.58	0.59	0.01	-0.21
Average KS Box Share in Stores Receiving	0.64	0.76	0.73	0.52	0.47	0.44	-0.03	-0.22
Average Total Parliament Share in Stores Receiving	1.15	1.15	1.22	1.00	0.94	0.87	-0.07	-0.32
Carton Volume per Week								
KS Box CPW per Store Receiving KS Box	4.21	6.37	7.04	3.77	3.91	3.88	-0.04	-0.74
Total Parliament CPW per Store Receiving	7.55	9.70	11.86	7.31	7.74	7.67	-0.07	-0.71
Distribution of Current Stores Receiving KS Box:							Change vs. previous 4 weeks	Change versus Intro Date
Industry CPW Breaks	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97		
<= 75	287	273	201	248	238	271	33	6
76 - 150	212	172	133	126	145	140	-5	-30
151 - 300	148	116	87	106	103	105	2	-9
301 - 500	62	40	45	35	45	49	4	-14
501+	127	132	111	106	113	119	6	-13

NOTE: Data reflects approximately 80% of Florida Volume; does Not include WINN-DIXIE & PUBLIX Supermarkets.

1) Share calculations for Stores Receiving are based on total industry volume of stores receiving Parliament KS Box only

* Based on all STARS stores

SOURCE: STARS Store Level database (Analytic Stores)

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PARLIAMENT KS BOX FLORIDA INTRODUCTION REPORT

SELECT FLORIDA MARKET: Miami
All Outlets Combined

Week Ending: October 11, 1997
Manufacturer: Philip Morris
Introduction Date: April 28, 1997

4 Weeks Ending:	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
Number of Stores Receiving KS Box at least once*	2,493	2,573	2,655	2,712	2,761	2,815	54	445
% of Stores Receiving	44.8%	46.2%	47.7%	48.7%	49.6%	50.5%	1.0%	8.0%
Number of "Clean" Stores	1,494	1,494	1,184	1,372	1,372	1,372	0	-122
Current Stores Receiving Total Parliament	1,215	1,194	920	1,048	1,023	1,049	26	-146
% of Stores Receiving	81.3%	79.9%	77.7%	76.4%	74.6%	76.5%	1.9%	-3.5%
Current Stores Receiving KS Box								
# of Stores Receiving	1,089	1,081	791	906	869	918	49	-200
# of New Stores Receiving	122	151	94	187	127	139	12	-8
# of Stores Re-ordering	987	929	697	718	742	778	36	-193
% of Stores Receiving	72.9%	72.4%	66.8%	66.0%	63.3%	66.9%	3.6%	-7.9%
Volume								
Total 4-week KS Box Carton Volume	15,458	14,143	11,683	11,248	10,992	10,527	-465	-3,439
Total 4-week Total Parliament Carton Volume	23,466	21,330	18,078	18,100	17,873	17,474	-399	-4,808
Brand Share (pp)¹								
Average KS Box Share in Total Stores	1.18	1.15	1.10	0.97	0.94	0.94	0.00	-0.21
Average Total Parliament Share in Total Stores	1.79	1.74	1.70	1.56	1.53	1.57	0.03	-0.28
Average KS Box Share in Stores Receiving	1.29	1.26	1.25	1.09	1.07	1.05	-0.02	-0.19
Average Total Parliament Share in Stores Receiving	1.93	1.87	1.89	1.71	1.69	1.71	0.02	-0.25
Carton Volume per Week								
KS Box CPW per Store Receiving KS Box	3.55	3.28	3.69	3.10	3.16	2.87	-0.30	-0.26
Total Parliament CPW per Store Receiving	5.31	4.86	5.61	4.88	5.02	4.67	-0.35	-0.26
Distribution of Current Stores Receiving KS Box:								
Industry CPW Breaks	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
<= 75	329	341	228	296	264	302	38	-43
76 - 150	382	361	273	318	298	296	-2	-96
151 - 300	279	282	214	214	230	240	10	-45
301 - 500	54	45	36	37	35	38	3	-9
501+	45	52	40	41	42	42	0	-7

NOTE: Data reflects approximately 80% of Florida Volume; does Not include WINN-DIXIE & PUBLIX Supermarkets.

1) Share calculations for Stores Receiving are based on total industry volume of stores receiving Parliament KS Box only

* Based on all STARS stores

SOURCE: STARS Store Level database (Analytic Stores)

PARLIAMENT KS BOX FLORIDA INTRODUCTION REPORT

SELECT FLORIDA MARKET: Miami
C-Stores

Week Ending:
Manufacturer:
Introduction Date:

October 11, 1997
Philip Morris
April 28, 1997

4 Weeks Ending:	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
Number of Stores Receiving KS Box at least once*	886	902	915	925	930	941	11	78
% of Stores Receiving	78.8%	80.2%	81.4%	82.3%	82.7%	83.7%	1.0%	6.9%
Number of "Clean" Stores	713	713	627	686	686	686	0	-27
Current Stores Receiving Total Parliament	646	641	551	603	589	594	5	-54
% of Stores Receiving	90.6%	89.9%	87.9%	87.9%	85.9%	86.6%	0.7%	-4.3%
Current Stores Receiving KS Box								
# of Stores Receiving	589	593	467	536	495	531	36	-90
# of New Stores Receiving	49	81	47	115	54	66	12	-3
# of Stores Re-ordering	540	511	420	421	441	465	24	-87
% of Stores Receiving	82.6%	83.2%	74.5%	78.1%	72.2%	77.4%	5.2%	-8.7%
Volume								
Total 4-week KS Box Carton Volume	6,617	5,830	5,335	4,624	4,015	3,968	-47	-1,484
Total 4-week Total Parliament Carton Volume	8,501	7,682	7,173	6,455	5,914	5,857	-57	-1,706
Brand Share (pp)¹								
Average KS Box Share in Total Stores	1.69	1.50	1.49	1.31	1.11	1.09	-0.02	-0.39
Average Total Parliament Share in Total Stores	2.18	1.98	2.00	1.82	1.63	1.61	-0.02	-0.44
Average KS Box Share in Stores Receiving	1.96	1.68	1.89	1.55	1.40	1.27	-0.13	-0.31
Average Total Parliament Share in Stores Receiving	2.47	2.18	2.46	2.11	1.97	1.82	-0.15	-0.35
Carton Volume per Week								
KS Box CPW per Store Receiving KS Box	2.81	2.46	2.86	2.16	2.03	1.87	-0.16	-0.33
Total Parliament CPW per Store Receiving	3.54	3.18	3.72	2.93	2.86	2.68	-0.18	-0.33
Distribution of Current Stores Receiving KS Box:								
Industry CPW Breaks	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
<= 75	99	113	74	111	94	104	10	-24
76 - 150	264	244	198	232	204	210	6	-56
151 - 300	199	207	171	174	162	196	14	-11
301 - 500	26	28	24	18	14	20	6	1
501+	1	1	-	1	1	1	0	0

NOTE: Data reflects approximately 80% of Florida Volume; does Not include WINN-DIXIE & PUBLIX Supermarkets.

1) Share calculations for Stores Receiving are based on total industry volume of stores receiving Parliament KS Box only

* Based on all STARS stores

SOURCE: STARS Store Level database (Analytic Stores)

2071177366

PARLIAMENT KS BOX FLORIDA INTRODUCTION REPORT

SELECT FLORIDA MARKET: Miami
Supermarkets

Week Ending: October 11, 1997
Manufacturer: Philip Morris
Introduction Date: April 28, 1997

4 Weeks Ending:	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
Number of Stores Receiving KS Box at least once*	136	139	141	143	144	144	0	11
% of Stores Receiving	52.7%	53.9%	54.7%	55.4%	55.8%	55.8%	0.0%	4.3%
Number of "Clean" Stores	56	56	24	24	24	24	0	-32
Current Stores Receiving Total Parliament	49	46	19	18	19	20	1	-29
% of Stores Receiving	87.5%	82.1%	79.2%	75.0%	79.2%	83.3%	4.2%	-4.2%
Current Stores Receiving KS Box								
# of Stores Receiving	43	42	14	17	18	18	0	-30
# of New Stores Receiving	2	4	2	3	3	2	-1	-6
# of Stores Re-ordering	41	38	12	13	15	16	1	-24
% of Stores Receiving	76.8%	75.0%	58.3%	70.8%	75.0%	75.0%	0.0%	-10.7%
Volume								
Total 4-week KS Box Carton Volume	364	330	83	137	121	128	7	-264
Total 4-week Total Parliament Carton Volume	592	524	180	252	233	240	7	-427
Brand Share (pp)¹								
Average KS Box Share in Total Stores	1.02	0.95	0.83	0.97	0.82	0.97	0.15	-0.06
Average Total Parliament Share in Total Stores	1.66	1.51	1.36	1.78	1.58	1.83	0.25	0.07
Average KS Box Share in Stores Receiving	1.22	1.12	1.09	1.26	0.97	1.19	0.22	0.07
Average Total Parliament Share in Stores Receiving	1.94	1.73	1.97	2.27	1.81	2.19	0.38	0.30
Carton Volume per Week								
KS Box CPW per Store Receiving KS Box	2.12	1.96	1.61	2.01	1.68	1.78	0.10	-0.26
Total Parliament CPW per Store Receiving	3.35	3.03	2.91	3.63	3.14	3.28	0.14	-0.16
Distribution of Current Stores Receiving KS Box:								
Industry CPW Breaks	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
<= 75	4	4	1	0	2	2	0	-2
76 - 150	16	14	6	10	5	7	2	-9
151 - 300	20	20	7	7	9	8	-1	-15
301 - 500	3	4	0	0	2	1	-1	-4
501+	0	0	0	0	0	0	0	0

NOTE: Data reflects approximately 80% of Florida Volume; does Not include WINN-DIXIE & PUBLIX Supermarkets.

1) Share calculations for Stores Receiving are based on total industry volume of stores receiving Parliament KS Box only

* Based on all STARS stores

SOURCE: STARS Store Level database (Analytic Stores)

PARLIAMENT KS BOX FLORIDA INTRODUCTION REPORT

SELECT FLORIDA MARKET: Miami
All Other Class of Trades

Week Ending: October 11, 1997
Manufacturer: Philip Morris
Introduction Date: April 28, 1997

4 Weeks Ending:	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
Number of Stores Receiving KS Box at least once*	1,471	1,532	1,599	1,644	1,687	1,730	43	356
% of Stores Receiving	35.1%	36.6%	38.2%	39.3%	40.3%	41.3%	1.0%	8.5%
Number of "Clean" Stores	725	725	533	662	662	662	0	-63
Current Stores Receiving Total Parliament	520	507	350	427	415	435	20	-63
% of Stores Receiving	71.7%	69.9%	65.7%	64.5%	62.7%	65.7%	3.0%	-3.0%
Current Stores Receiving KS Box								
# of Stores Receiving	457	446	310	353	356	369	13	-80
# of New Stores Receiving	71	66	45	69	70	71	1	1
# of Stores Re-ordering	386	380	265	284	288	297	11	-82
% of Stores Receiving	63.0%	61.5%	58.2%	53.3%	53.8%	55.7%	2.0%	-6.2%
Volume								
Total 4-week KS Box Carton Volume	8,477	7,983	6,265	6,487	6,856	6,431	-425	-1,691
Total 4-week Total Parliament Carton Volume	14,373	13,124	10,725	11,393	11,726	11,377	-349	-2,675
Brand Share (pp) ¹								
Average KS Box Share in Total Stores	0.86	0.99	0.91	0.82	0.87	0.87	0.00	-0.14
Average Total Parliament Share in Total Stores	1.82	1.83	1.56	1.45	1.49	1.54	0.05	-0.21
Average KS Box Share in Stores Receiving	1.02	1.07	0.97	0.90	0.94	0.94	0.01	-0.14
Average Total Parliament Share in Stores Receiving	1.72	1.74	1.64	1.54	1.58	1.64	0.07	-0.21
Carton Volume per Week								
KS Box CPW per Store Receiving KS Box	4.64	4.50	5.05	4.59	4.82	4.36	-0.46	-0.17
Total Parliament CPW per Store Receiving	7.77	7.27	8.57	7.91	8.11	7.59	-0.52	-0.15
Distribution of Current Stores Receiving KS Box:							Change vs. previous 4 weeks	Change versus Intro Date
Industry CPW Breaks	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97		
<= 75	226	224	153	185	168	196	28	-17
76 - 150	102	103	69	76	89	79	-10	-31
151 - 300	60	55	36	33	39	36	-3	-19
301 - 500	25	13	12	19	18	17	-2	-6
501+	44	51	40	40	41	41	0	-7

NOTE: Data reflects approximately 80% of Florida Volume; does Not Include WINN-DIXIE & PUBLIX Supermarkets.

1) Share calculations for Stores Receiving are based on total industry volume of stores receiving Parliament KS Box only

* Based on all STARS stores

SOURCE: STARS Store Level database (Analytic Stores)

8937711707

PARLIAMENT KS BOX FLORIDA INTRODUCTION REPORT

SELECT FLORIDA MARKET: Orlando
All Outlets Combined

Week Ending: October 11, 1997
Manufacturer: Philip Morris
Introduction Date: April 28, 1997

4 Weeks Ending:	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
Number of Stores Receiving KS Box at least once*	2,204	2,399	2,487	2,562	2,595	2,632	37	1,019
% of Stores Receiving	44.1%	48.0%	49.8%	51.3%	52.0%	52.7%	0.7%	20.4%
Number of "Clean" Stores	1,346	1,346	1,227	1,657	1,657	1,657	0	311
Current Stores Receiving Total Parliament	1,041	993	899	1,072	1,009	1,032	23	102
% of Stores Receiving	77.3%	73.8%	73.3%	64.7%	60.9%	62.3%	1.4%	-6.8%
Current Stores Receiving KS Box								
# of Stores Receiving	775	732	663	629	562	612	50	9
# of New Stores Receiving	340	180	126	182	136	158	22	-46
# of Stores Re-ordering	435	550	534	447	423	453	30	56
% of Stores Receiving	57.6%	54.4%	54.0%	38.0%	33.9%	38.9%	3.0%	-7.9%
Volume								
Total 4-week KS Box Carton Volume	8,967	10,154	9,506	5,846	4,460	5,088	628	-1,650
Total 4-week Total Parliament Carton Volume	15,128	15,709	15,959	11,600	10,664	11,241	577	-2,004
Brand Share (pp) ¹								
Average KS Box Share in Total Stores	0.56	0.61	0.64	0.33	0.25	0.28	0.03	-0.19
Average Total Parliament Share in Total Stores	0.95	0.95	1.08	0.68	0.59	0.61	0.02	-0.31
Average KS Box Share in Stores Receiving	0.83	0.84	0.88	0.59	0.47	0.44	-0.03	-0.30
Average Total Parliament Share in Stores Receiving	1.25	1.18	1.37	0.97	0.88	0.81	-0.08	-0.45
Carton Volume per Week								
KS Box CPW per Store Receiving KS Box	2.91	3.47	3.60	2.29	2.01	2.08	0.08	-0.71
Total Parliament CPW per Store Receiving	4.41	4.88	5.57	3.77	3.74	3.83	0.08	-0.88
Distribution of Current Stores Receiving KS Box:							Change vs. previous 4 weeks	Change versus Intro Date
Industry CPW Breaks	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97		
<= 75	64	71	57	61	64	72	8	9
76 - 150	246	193	188	155	144	142	-2	-17
151 - 300	352	320	313	279	261	293	32	17
301 - 500	69	102	69	79	53	59	6	-2
501+	44	46	36	55	40	46	6	2

NOTE: Data reflects approximately 80% of Florida Volume; does Not include WINN-DIXIE & PUBLIX Supermarkets.

1) Share calculations for Stores Receiving are based on total industry volume of stores receiving Parliament KS Box only

* Based on all STARS stores

SOURCE: STARS Store Level database (Analytic Stores)

698771120Z

PARLIAMENT KS BOX FLORIDA INTRODUCTION REPORT

SELECT FLORIDA MARKET: Orlando
C-Stores

Week Ending:
Manufacturer:
Introduction Date:

October 11, 1997
Philip Morris
April 28, 1997

4 Weeks Ending:	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
Number of Stores Receiving KS Box at least once*	1,312	1,448	1,484	1,525	1,534	1,545	11	666
% of Stores Receiving	66.5%	73.4%	75.2%	77.3%	77.7%	78.3%	0.6%	33.7%
Number of "Clean" Stores	898	898	863	999	999	999	0	101
Current Stores Receiving Total Parliament	756	734	673	721	666	685	19	20
% of Stores Receiving	84.2%	81.7%	78.0%	72.2%	66.7%	68.6%	1.9%	-5.5%
Current Stores Receiving KS Box								
# of Stores Receiving	584	565	515	479	406	441	35	-11
# of New Stores Receiving	267	180	98	147	84	96	12	-59
# of Stores Re-ordering	317	405	415	332	321	345	24	49
% of Stores Receiving	65.0%	62.8%	59.7%	47.9%	40.6%	44.1%	3.5%	-6.2%
Volume								
Total 4-week KS Box Carton Volume	5,884	5,183	5,320	4,060	2,614	2,869	255	-919
Total 4-week Total Parliament Carton Volume	8,301	7,451	7,986	6,504	5,049	5,435	386	-976
Brand Share (pp)¹								
Average KS Box Share in Total Stores	0.82	0.68	0.76	0.51	0.33	0.36	0.03	-0.18
Average Total Parliament Share in Total Stores	1.15	0.98	1.14	0.82	0.64	0.67	0.04	-0.23
Average KS Box Share in Stores Receiving	1.26	1.04	1.24	0.89	0.75	0.73	-0.03	-0.30
Average Total Parliament Share in Stores Receiving	1.65	1.36	1.71	1.24	1.16	1.13	-0.03	-0.35
Carton Volume per Week								
KS Box CPW per Store Receiving KS Box	2.52	2.30	2.60	2.13	1.63	1.63	0.00	-0.47
Total Parliament CPW per Store Receiving	3.29	3.00	3.57	2.96	2.51	2.53	0.02	-0.47
Distribution of Current Stores Receiving KS Box:								
Industry CPW Breaks	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
<= 75	35	36	28	24	22	25	3	-10
76 - 150	184	146	144	122	109	110	1	-14
151 - 300	298	280	278	233	222	240	18	1
301 - 500	55	90	57	72	41	48	7	2
501+	12	13	8	28	12	18	6	10

NOTE: Data reflects approximately 80% of Florida Volume; does Not include WINN-DIXIE & PUBLIX Supermarkets.

1) Share calculations for Stores Receiving are based on total industry volume of stores receiving Parliament KS Box only

* Based on all STARS stores

SOURCE: STARS Store Level database (Analytic Stores)

0787711207

PARLIAMENT KS BOX FLORIDA INTRODUCTION REPORT

SELECT FLORIDA MARKET: Orlando
Supermarkets

Week Ending: October 11, 1997
Manufacturer: Philip Morris
Introduction Date: April 28, 1997

4 Weeks Ending:	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
Number of Stores Receiving KS Box at least once*	103	112	122	125	127	129	2	44
% of Stores Receiving	26.5%	28.9%	31.4%	32.2%	32.7%	33.2%	0.5%	11.3%
Number of "Clean" Stores	28	28	22	24	24	24	0	-4
Current Stores Receiving Total Parliament % of Stores Receiving	24	21	17	17	18	18	0	-4
	85.7%	75.0%	77.3%	70.8%	75.0%	75.0%	0.0%	-3.6%
Current Stores Receiving KS Box								
# of Stores Receiving	8	3	4	3	3	5	2	0
# of New Stores Receiving	4	0	2	0	0	2	2	-1
# of Stores Re-ordering	4	3	2	3	3	3	0	1
% of Stores Receiving	28.6%	10.7%	18.2%	12.5%	12.5%	20.8%	8.3%	3.0%
Volume								
Total 4-week KS Box Carton Volume	54	23	21	26	14	23	9	-13
Total 4-week Total Parliament Carton Volume	262	217	197	177	189	156	-13	-74
Brand Share (pp) ¹								
Average KS Box Share in Total Stores	0.23	0.10	0.11	0.13	0.07	0.13	0.05	-0.03
Average Total Parliament Share in Total Stores	1.12	0.98	1.07	0.89	0.90	0.87	-0.03	-0.13
Average KS Box Share in Stores Receiving	0.67	0.88	0.59	1.12	0.60	0.60	0.00	-0.17
Average Total Parliament Share in Stores Receiving	1.54	3.07	1.80	2.28	2.05	1.73	-0.31	-0.49
Carton Volume per Week								
KS Box CPW per Store Receiving KS Box	1.69	1.92	1.31	2.17	1.17	1.15	-0.02	-0.65
Total Parliament CPW per Store Receiving	3.88	6.67	4.00	4.42	4.00	3.35	-0.65	-1.90
Distribution of Current Stores Receiving KS Box:							Change vs. previous 4 weeks	Change versus Intro Date
Industry CPW Breaks	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97		
<= 75	0	0	0	0	0	0	0	0
76 - 150	0	0	0	0	0	0	0	0
151 - 300	6	3	4	3	3	5	2	1
301 - 500	2	0	0	0	0	0	0	-1
501+	0	0	0	0	0	0	0	0

NOTE: Data reflects approximately 80% of Florida Volume; does Not include WINN-DIXIE & PUBLIX Supermarkets.

1) Share calculations for Stores Receiving are based on total industry volume of stores receiving Parliament KS Box only

* Based on all STARS stores

SOURCE: STARS Store Level database (Analytic Stores)

PARLIAMENT KS BOX FLORIDA INTRODUCTION REPORT

SELECT FLORIDA MARKET: Orlando
All Other Class of Trades

Week Ending:
Manufacturer:
Introduction Date:

October 11, 1997
Phillip Morris
April 28, 1997

4 Weeks Ending:	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
Number of Stores Receiving KS Box at least once*	789	839	881	912	934	958	24	309
% of Stores Receiving	30.0%	31.9%	33.5%	34.6%	35.5%	36.4%	0.9%	11.7%
Number of "Clean" Stores	420	420	342	634	634	634	0	214
Current Stores Receiving Total Parliament % of Stores Receiving	261	238	209	334	325	329	4	86
	62.1%	56.7%	61.1%	52.7%	51.3%	51.9%	0.6%	-6.0%
Current Stores Receiving KS Box								
# of Stores Receiving	183	164	144	147	153	166	13	20
# of New Stores Receiving	69	20	26	35	52	60	8	14
# of Stores Re-ordering	114	142	117	112	99	105	6	6
% of Stores Receiving	43.6%	39.0%	42.1%	23.2%	24.1%	26.2%	2.1%	-8.6%
Volume								
Total 4-week KS Box Carton Volume	3,029	4,948	4,165	1,560	1,832	2,196	364	-718
Total 4-week Total Parliament Carton Volume	6,565	8,041	7,796	4,919	5,446	5,650	204	-954
Brand Share (pp)'								
Average KS Box Share in Total Stores	0.35	0.57	0.55	0.18	0.19	0.21	0.03	-0.19
Average Total Parliament Share in Total Stores	0.77	0.92	1.03	0.55	0.55	0.65	0.00	-0.38
Average KS Box Share in Stores Receiving	0.50	0.70	0.65	0.32	0.31	0.29	-0.02	-0.26
Average Total Parliament Share in Stores Receiving	0.95	1.05	1.14	0.73	0.72	0.64	-0.08	-0.46
Carton Volume per Week								
KS Box CPW per Store Receiving KS Box	4.21	7.56	7.24	2.83	3.01	3.32	0.31	-1.67
Total Parliament CPW per Store Receiving	8.02	11.34	12.78	6.38	7.00	7.28	0.28	-2.71
Distribution of Current Stores Receiving KS Box:								
Industry CPW Breaks	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
<= 75	29	35	29	37	42	47	5	19
76 - 150	62	47	44	33	35	32	-3	-3
151 - 300	48	37	31	43	36	48	12	15
301 - 500	12	12	12	7	12	11	-1	-3
501+	32	33	28	27	28	28	0	-8

NOTE: Data reflects approximately 80% of Florida Volume; does Not include WINN-DIXIE & PUBLIX Supermarkets.

1) Share calculations for Stores Receiving are based on total industry volume of stores receiving Parliament KS Box only

* Based on all STARS stores

SOURCE: STARS Store Level database (Analytic Stores)

207117372

PARLIAMENT KS BOX FLORIDA INTRODUCTION REPORT

SELECT FLORIDA MARKET: Tampa
All Outlets Combined

Week Ending:
Manufacturer:
Introduction Date:

October 11, 1997
Philip Morris
April 28, 1997

4 Weeks Ending:	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
Number of Stores Receiving KS Box at least once*	2,117	2,200	2,255	2,330	2,365	2,398	31	887
% of Stores Receiving	49.6%	51.5%	52.8%	54.6%	55.4%	56.1%	0.7%	20.8%
Number of "Clean" Stores	1,726	1,726	1,556	1,848	1,848	1,848	0	122
Current Stores Receiving Total Parliament	1,269	1,140	1,108	1,070	1,038	1,075	37	-125
% of Stores Receiving	73.5%	66.0%	71.2%	57.9%	56.2%	58.2%	2.0%	-11.4%
Current Stores Receiving KS Box								
# of Stores Receiving	908	687	672	477	468	532	63	-193
# of New Stores Receiving	486	285	136	158	163	174	11	-207
# of Stores Re-ordering	423	401	533	319	305	358	53	14
% of Stores Receiving	52.7%	40.4%	43.2%	25.8%	25.4%	28.8%	3.4%	-13.2%
Volume								
Total 4-week KS Box Carton Volume	10,089	9,155	9,901	3,093	2,934	3,254	320	-3,187
Total 4-week Total Parliament Carton Volume	17,326	15,555	19,186	10,166	10,346	10,985	639	-2,894
Brand Share (pp)¹								
Average KS Box Share in Total Stores	0.48	0.42	0.52	0.14	0.13	0.14	0.01	-0.18
Average Total Parliament Share in Total Stores	0.83	0.71	1.00	0.45	0.45	0.47	0.01	-0.22
Average KS Box Share in Stores Receiving	0.88	0.70	0.83	0.34	0.28	0.28	0.00	-0.27
Average Total Parliament Share in Stores Receiving	1.30	0.99	1.35	0.71	0.69	0.68	-0.02	-0.28
Carton Volume per Week								
KS Box CPW per Store Receiving KS Box	2.78	3.29	3.68	1.69	1.56	1.54	-0.03	-0.68
Total Parliament CPW per Store Receiving	4.11	4.66	5.98	3.56	3.82	3.68	-0.14	-0.13
Distribution of Current Stores Receiving KS Box:								
Industry CPW Breaks	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
<= 75	78	43	49	36	37	40	3	-13
76 - 150	223	133	108	64	76	87	11	-59
151 - 300	411	312	344	191	211	234	23	-109
301 - 500	130	143	123	111	80	93	13	-31
501+	67	66	48	75	65	78	13	19

NOTE: Data reflects approximately 80% of Florida Volume; does Not include WINN-DIXIE & PUBLIX Supermarkets.

1) Share calculations for Stores Receiving are based on total industry volume of stores receiving Parliament KS Box only

* Based on all STARS stores

SOURCE: STARS Store Level database (Analytic Stores)

PARLIAMENT KS BOX FLORIDA INTRODUCTION REPORT

SELECT FLORIDA MARKET: Tampa
C-Stores

Week Ending: October 11, 1997
Manufacturer: Philip Morris
Introduction Date: April 28, 1997

4 Weeks Ending:	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
Number of Stores Receiving KS Box at least once*	1,379	1,440	1,463	1,507	1,522	1,536	14	578
% of Stores Receiving	67.1%	70.1%	71.2%	73.4%	74.1%	74.8%	0.7%	28.1%
Number of "Clean" Stores	1,271	1,271	1,197	1,289	1,289	1,289	0	18
Current Stores Receiving Total Parliament	997	915	919	781	749	777	28	-175
% of Stores Receiving	78.4%	72.0%	76.8%	60.6%	58.1%	60.3%	2.2%	-14.6%
Current Stores Receiving KS Box								
# of Stores Receiving	737	599	579	370	354	404	50	-181
# of New Stores Receiving	417	269	110	118	119	131	12	-200
# of Stores Re-ordering	320	330	467	254	234	273	39	19
% of Stores Receiving	58.0%	47.1%	48.4%	28.7%	27.5%	31.3%	3.9%	-14.7%
Volume								
Total 4-week KS Box Carton Volume	7,770	4,803	5,738	2,228	1,850	1,742	-108	-2,454
Total 4-week Total Parliament Carton Volume	11,238	7,915	11,213	5,716	5,053	5,014	-39	-3,255
Brand Share (pp)¹								
Average KS Box Share In Total Stores	0.70	0.42	0.58	0.20	0.17	0.16	-0.01	-0.24
Average Total Parliament Share In Total Stores	1.02	0.70	1.13	0.50	0.46	0.45	-0.01	-0.33
Average KS Box Share In Stores Receiving	1.23	0.82	1.06	0.50	0.48	0.39	-0.08	-0.39
Average Total Parliament Share In Stores Receiving	1.61	1.13	1.67	0.87	0.91	0.80	-0.10	-0.40
Carton Volume per Week								
KS Box CPW per Store Receiving KS Box	2.64	2.01	2.48	1.51	1.31	1.09	-0.22	-0.70
Total Parliament CPW per Store Receiving	3.46	2.77	3.90	2.61	2.49	2.21	-0.28	-0.55
Distribution of Current Stores Receiving KS Box:							Change vs. previous 4 weeks	Change versus Intro Date
Industry CPW Breaks	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97		
<= 75	49	34	34	13	10	15	5	-16
76 - 150	191	114	95	50	58	63	5	-57
151 - 300	364	292	325	160	185	213	28	-99
301 - 500	107	128	106	102	69	74	5	-29
501+	26	31	19	45	32	39	7	20

NOTE: Data reflects approximately 80% of Florida Volume; does Not include WINN-DIXIE & PUBLIX Supermarkets.

1) Share calculations for Stores Receiving are based on total industry volume of stores receiving Parliament KS Box only

* Based on all STARS stores

SOURCE: STARS Store Level database (Analytic Stores)

PARLIAMENT KS BOX FLORIDA INTRODUCTION REPORT

SELECT FLORIDA MARKET: Tampa
Supermarkets

Week Ending:
Manufacturer:
Introduction Date:

October 11, 1997
Philip Morris
April 28, 1997

4 Weeks Ending:	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
Number of Stores Receiving KS Box at least once*	159	182	166	186	166	167	1	52
% of Stores Receiving	36.1%	36.8%	37.7%	37.7%	37.7%	38.0%	0.2%	11.8%
Number of "Clean" Stores	32	32	21	69	69	69	0	37
Current Stores Receiving Total Parliament	28	18	10	37	43	44	1	21
% of Stores Receiving	87.5%	56.3%	47.6%	53.6%	62.3%	63.8%	1.4%	-8.1%
Current Stores Receiving KS Box								
# of Stores Receiving	25	4	1	4	2	1	-1	-9
# of New Stores Receiving	16	1	0	3	0	0	0	-3
# of Stores Re-ordering	9	3	1	1	2	1	-1	-6
% of Stores Receiving	78.1%	12.5%	4.8%	5.8%	2.9%	1.4%	-1.4%	-29.8%
Volume								
Total 4-week KS Box Carton Volume	220	24	6	17	14	10	-4	-40
Total 4-week Total Parliament Carton Volume	352	138	58	340	443	485	42	278
Brand Share (pp) ¹								
Average KS Box Share in Total Stores	0.65	0.08	0.03	0.02	0.02	0.02	-0.01	-0.15
Average Total Parliament Share in Total Stores	1.05	0.47	0.29	0.48	0.68	0.75	0.07	0.08
Average KS Box Share in Stores Receiving	0.80	0.45	0.58	0.28	0.39	0.32	-0.07	-0.11
Average Total Parliament Share in Stores Receiving	1.23	1.20	0.58	0.71	0.93	0.94	0.01	-0.09
Carton Volume per Week								
KS Box CPW per Store Receiving KS Box	2.20	1.50	1.50	1.06	1.75	2.50	0.75	1.25
Total Parliament CPW per Store Receiving	3.38	4.00	1.50	2.69	4.13	7.25	3.13	4.25
Distribution of Current Stores Receiving KS Box:							Change vs. previous 4 weeks	Change versus Intro Date
Industry CPW Breaks	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97		
<= 75	0	0	0	0	0	0	0	-1
76 - 150	2	1	0	0	1	0	-1	-1
151 - 300	18	2	1	2	0	0	0	-6
301 - 500	3	0	0	1	0	0	0	0
501+	2	1	0	1	1	1	0	-1

NOTE: Data reflects approximately 80% of Florida Volume; does Not include WINN-DIXIE & PUBLIX Supermarkets.

1) Share calculations for Stores Receiving are based on total industry volume of stores receiving Parliament KS Box only

* Based on all STARS stores

SOURCE: STARS Store Level database (Analytic Stores)

9/8/11/1/02

PARLIAMENT KS BOX FLORIDA INTRODUCTION REPORT

SELECT FLORIDA MARKET: Tampa
All Other Class of Trades

Week Ending:
Manufacturer:
Introduction Date:

October 11, 1997
Phillip Morris
April 28, 1997

4 Weeks Ending:	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
Number of Stores Receiving KS Box at least once*	579	598	626	657	677	693	16	257
% of Stores Receiving	32.6%	33.7%	35.2%	37.0%	38.1%	39.0%	0.9%	14.5%
Number of "Clean" Stores	423	423	338	490	490	490	0	67
Current Stores Receiving Total Parliament	244	207	179	252	246	254	8	29
% of Stores Receiving	57.7%	48.9%	53.0%	51.4%	50.2%	51.8%	1.6%	-1.4%
Current Stores Receiving KS Box								
# of Stores Receiving	147	94	92	103	113	127	14	-3
# of New Stores Receiving	53	25	26	39	44	43	-1	-4
# of Stores Re-ordering	94	68	65	64	69	84	15	1
% of Stores Receiving	34.8%	22.2%	27.2%	21.0%	23.1%	25.9%	2.9%	-4.8%
Volume								
Total 4-week KS Box Carton Volume	2,099	4,328	4,157	848	1,070	1,502	432	-693
Total 4-week Total Parliament Carton Volume	5,736	7,502	7,915	4,110	4,850	5,486	636	83
Brand Share (pp) ¹								
Average KS Box Share in Total Stores	0.22	0.41	0.46	0.08	0.10	0.13	0.03	-0.11
Average Total Parliament Share in Total Stores	0.61	0.72	0.87	0.40	0.43	0.46	0.03	-0.12
Average KS Box Share in Stores Receiving	0.43	0.60	0.64	0.20	0.16	0.20	0.04	-0.14
Average Total Parliament Share in Stores Receiving	0.90	0.87	1.09	0.58	0.55	0.58	0.02	-0.13
Carton Volume per Week								
KS Box CPW per Store Receiving KS Box	3.58	11.52	11.30	2.38	2.37	2.96	0.59	-1.26
Total Parliament CPW per Store Receiving	7.48	16.76	19.10	7.00	7.98	8.31	0.33	-0.29
Distribution of Current Stores Receiving KS Box:								
Industry CPW Breaks	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
<= 75	29	9	15	23	27	25	-2	4
76 - 150	30	18	13	14	17	24	7	-1
151 - 300	29	18	18	29	26	21	-5	-4
301 - 500	20	15	17	8	11	19	8	-2
501+	39	34	29	29	32	38	6	0

NOTE: Data reflects approximately 80% of Florida Volume; does Not include WINN-DIXIE & PUBLIX Supermarkets.

1) Share calculations for Stores Receiving are based on total industry volume of stores receiving Parliament KS Box only

* Based on all STARS stores

SOURCE: STARS Store Level database (Analytic Stores)

9/27/11/202

PARLIAMENT KS BOX FLORIDA INTRODUCTION REPORT

SELECT FLORIDA MARKET: Jacksonville
All Outlets Combined

Week Ending:
Manufacturer:
Introduction Date:

October 11, 1997
Philip Morris
April 28, 1997

4 Weeks Ending:	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
Number of Stores Receiving KS Box at least once*	628	750	845	881	901	919	18	721
% of Stores Receiving	15.1%	18.1%	20.4%	21.2%	21.7%	22.1%	0.4%	17.4%
Number of "Clean" Stores	1,462	1,462	1,288	1,434	1,434	1,434	0	-28
Current Stores Receiving Total Parliament	327	265	271	233	220	241	21	26
% of Stores Receiving	22.4%	18.1%	21.0%	16.2%	15.3%	16.8%	1.5%	2.1%
Current Stores Receiving KS Box								
# of Stores Receiving	173	123	163	68	63	73	10	21
# of New Stores Receiving	141	42	78	24	23	26	3	-1
# of Stores Re-ordering	32	81	83	44	40	46	6	21
% of Stores Receiving	11.8%	8.4%	12.7%	4.7%	4.4%	5.1%	0.7%	1.5%
Volume								
Total 4-week KS Box Carton Volume	1,514	2,108	2,827	592	591	855	264	129
Total 4-week Total Parliament Carton Volume	2,765	3,314	4,119	1,756	1,779	2,162	383	88
Brand Share (pp)¹								
Average KS Box Share in Total Stores	0.13	0.17	0.22	0.05	0.05	0.07	0.02	0.01
Average Total Parliament Share in Total Stores	0.24	0.27	0.35	0.15	0.15	0.18	0.03	-0.01
Average KS Box Share in Stores Receiving	0.43	0.56	0.62	0.40	0.31	0.28	-0.03	-0.02
Average Total Parliament Share in Stores Receiving	0.58	0.69	0.86	0.54	0.50	0.44	-0.06	-0.04
Carton Volume per Week								
KS Box CPW per Store Receiving KS Box	2.19	4.31	4.03	2.24	2.49	2.93	0.44	-0.58
Total Parliament CPW per Store Receiving	2.95	5.32	5.55	3.01	4.01	4.52	0.51	-0.98
Distribution of Current Stores Receiving KS Box:								
Industry CPW Breaks	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
≤ 75	17	17	15	9	2	3	1	-2
76 - 150	57	33	60	18	15	23	8	9
151 - 300	70	48	57	19	25	22	-3	10
301 - 500	14	10	11	7	5	8	3	1
501+	15	15	20	15	18	17	1	3

NOTE: Data reflects approximately 80% of Florida Volume; does Not include WINN-DIXIE & PUBLIX Supermarkets.

1) Share calculations for Stores Receiving are based on total industry volume of stores receiving Parliament KS Box only

* Based on all STARS stores

SOURCE: STARS Store Level database (Analytic Stores)

PARLIAMENT KS BOX FLORIDA INTRODUCTION REPORT

SELECT FLORIDA MARKET: Jacksonville
C-Stores

Week Ending: October 11, 1997
Manufacturer: Philip Morris
Introduction Date: April 28, 1997

4 Weeks Ending:	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
Number of Stores Receiving KS Box at least once*	498	563	636	657	663	670	7	556
% of Stores Receiving	28.4%	32.1%	36.2%	37.4%	37.8%	38.2%	0.4%	31.7%
Number of "Clean" Stores	826	826	754	808	808	808	0	-18
Current Stores Receiving Total Parliament	202	172	188	133	120	137	17	25
% of Stores Receiving	24.5%	20.8%	24.9%	16.5%	14.9%	17.0%	2.1%	3.4%
Current Stores Receiving KS Box								
# of Stores Receiving	130	101	134	52	41	54	13	22
# of New Stores Receiving	109	33	65	20	14	21	7	5
# of Stores Re-ordering	21	68	68	32	27	32	5	16
% of Stores Receiving	15.7%	12.2%	17.8%	6.4%	5.1%	6.7%	1.6%	2.8%
Volume								
Total 4-week KS Box Carton Volume	1,083	777	981	369	293	391	98	176
Total 4-week Total Parliament Carton Volume	1,561	1,253	1,509	803	795	903	108	70
Brand Share (pp)*								
Average KS Box Share in Total Stores	0.21	0.14	0.19	0.07	0.05	0.07	0.02	0.03
Average Total Parliament Share in Total Stores	0.30	0.23	0.29	0.15	0.15	0.17	0.02	0.01
Average KS Box Share in Stores Receiving	1.11	0.75	0.77	0.48	0.53	0.56	0.03	0.17
Average Total Parliament Share in Stores Receiving	1.26	0.91	1.00	0.61	0.84	0.88	0.04	0.11
Carton Volume per Week								
KS Box CPW per Store Receiving KS Box	2.08	1.95	1.83	1.85	2.01	1.81	-0.19	0.13
Total Parliament CPW per Store Receiving	2.35	2.37	2.37	2.37	3.15	2.84	-0.31	-0.45
Distribution of Current Stores Receiving KS Box:								
<u>Industry CPW Breaks</u>	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
<= 75	14	13	12	6	1	2	1	0
76 - 150	45	29	53	15	11	19	8	5
151 - 300	59	43	55	17	22	22	0	12
301 - 500	8	10	8	6	2	6	4	4
501+	4	6	6	8	5	5	0	1

NOTE: Data reflects approximately 80% of Florida Volume; does Not include WINN-DIXIE & PUBLIX Supermarkets.

1) Share calculations for Stores Receiving are based on total Industry volume of stores receiving Parliament KS Box only

* Based on all STARS stores

SOURCE: STARS Store Level database (Analytic Stores)

2071177378

PARLIAMENT KS BOX FLORIDA INTRODUCTION REPORT

SELECT FLORIDA MARKET: Jacksonville
Supermarkets

Week Ending:
Manufacturer:
Introduction Date:

October 11, 1997
Philip Morris
April 28, 1997

4 Weeks Ending:	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
Number of Stores Receiving KS Box at least once*	16	53	58	58	59	60	1	53
% of Stores Receiving	5.5%	18.3%	20.0%	20.0%	20.3%	20.7%	0.3%	18.3%
Number of "Clean" Stores	88	88	78	81	81	81	0	-7
Current Stores Receiving Total Parliament	27	18	16	20	17	19	2	-1
% of Stores Receiving	30.7%	20.5%	20.5%	24.7%	21.0%	23.5%	2.5%	0.7%
Current Stores Receiving KS Box								
# of Stores Receiving	6	1	0	1	1	0	-1	-1
# of New Stores Receiving	6	1	0	1	0	0	0	-1
# of Stores Re-ordering	0	0	0	0	1	0	-1	0
% of Stores Receiving	6.8%	1.1%	0.0%	1.2%	1.2%	0.0%	-1.2%	-1.1%
Volume								
Total 4-week KS Box Carton Volume	38	1	0	4	3	0	-3	3
Total 4-week Total Parliament Carton Volume	196	114	89	155	115	130	15	-11
Brand Share (pp)¹								
Average KS Box Share In Total Stores	0.05	0.00	0.00	0.01	0.00	0.00	0.00	0.00
Average Total Parliament Share In Total Stores	0.26	0.16	0.13	0.22	0.16	0.18	0.02	-0.02
Average KS Box Share In Stores Receiving	0.74	0.10	0.00	0.45	0.42	0.00	-0.42	-0.14
Average Total Parliament Share In Stores Receiving	1.28	0.20	0.00	1.01	0.42	0.00	-0.42	-0.68
Carton Volume per Week								
KS Box CPW per Store Receiving KS Box	1.58	0.25	0.00	1.00	0.75	0.00	-0.75	-0.25
Total Parliament CPW per Store Receiving	2.75	0.50	0.00	2.25	0.75	0.00	-0.75	-1.25
Distribution of Current Stores Receiving KS Box:							Change vs. previous 4 weeks	Change versus Intro Date
Industry CPW Breaks	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97		
<= 75	0	0	0	0	0	0	0	0
76 - 150	3	0	0	0	0	0	0	0
151 - 300	2	1	0	1	1	0	-1	-1
301 - 500	1	0	0	0	0	0	0	0
501+	0	0	0	0	0	0	0	0

NOTE: Data reflects approximately 80% of Florida Volume; does Not include WINN-DIXIE & PUBLIX Supermarkets.

1) Share calculations for Stores Receiving are based on total industry volume of stores receiving Parliament KS Box only

* Based on all STARS stores

SOURCE: STARS Store Level database (Analytic Stores)

2071177379

PARLIAMENT KS BOX FLORIDA INTRODUCTION REPORT

SELECT FLORIDA MARKET: Jacksonville
All Other Class of Trades

Week Ending:
Manufacturer:
Introduction Date:

October 11, 1997
Philip Morris
April 28, 1997

4 Weeks Ending:	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
Number of Stores Receiving KS Box at least once*	114	134	151	166	179	189	10	112
% of Stores Receiving	5.4%	6.4%	7.2%	7.9%	8.5%	9.0%	0.5%	5.3%
Number of "Clean" Stores	548	548	456	545	545	545	0	-3
Current Stores Receiving Total Parliament	98	75	67	80	83	85	2	2
% of Stores Receiving	17.9%	13.7%	14.7%	14.7%	15.2%	15.6%	0.4%	0.5%
Current Stores Receiving KS Box								
# of Stores Receiving	37	21	29	15	21	19	-2	0
# of New Stores Receiving	26	8	13	3	9	5	-4	-5
# of Stores Re-ordering	11	13	15	12	12	14	2	5
% of Stores Receiving	6.8%	3.8%	6.4%	2.8%	3.9%	3.5%	-0.4%	0.0%
Volume								
Total 4-week KS Box Carton Volume	393	1,330	1,646	219	295	464	169	-50
Total 4-week Total Parliament Carton Volume	1,008	1,947	2,521	798	869	1,129	260	29
Brand Share (pp)¹								
Average KS Box Share in Total Stores	0.07	0.21	0.28	0.04	0.05	0.08	0.03	-0.02
Average Total Parliament Share in Total Stores	0.18	0.31	0.43	0.14	0.15	0.18	0.04	-0.03
Average KS Box Share in Stores Receiving	0.16	0.49	0.56	0.31	0.21	0.20	-0.01	-0.08
Average Total Parliament Share in Stores Receiving	0.30	0.61	0.80	0.45	0.35	0.31	-0.04	-0.09
Carton Volume per Week								
KS Box CPW per Store Receiving KS Box	2.86	15.85	14.19	3.67	3.52	6.11	2.58	-0.66
Total Parliament CPW per Store Receiving	5.07	19.75	20.23	5.28	5.85	9.30	3.48	-0.16
Distribution of Current Stores Receiving KS Box:								
Industry CPW Breaks	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
<= 75	3	4	3	3	1	1	0	-2
76 - 150	9	4	7	3	4	4	0	4
151 - 300	9	4	2	1	2	0	-2	-1
301 - 500	5	0	3	1	3	2	-1	-3
501+	11	9	14	7	11	12	1	2

NOTE: Data reflects approximately 80% of Florida Volume; does Not include WINN-DIXIE & PUBLIX Supermarkets.

1) Share calculations for Stores Receiving are based on total industry volume of stores receiving Parliament KS Box only

* Based on all STARS stores

SOURCE: STARS Store Level database (Analytic Stores)

083777380

PARLIAMENT KS BOX FLORIDA INTRODUCTION REPORT

SELECT FLORIDA MARKET: Pensacola
All Outlets Combined

Week Ending:
Manufacturer:
Introduction Date:

October 11, 1997
Philip Morris
April 28, 1997

4 Weeks Ending:	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
Number of Stores Receiving KS Box at least once*	59	103	114	124	127	134	7	127
% of Stores Receiving	0.9%	1.6%	1.8%	1.9%	2.0%	2.1%	0.1%	2.0%
Number of "Clean" Stores	2,221	2,221	2,028	2,366	2,366	2,366	0	145
Current Stores Receiving Total Parliament	196	166	136	139	156	146	-10	-20
% of Stores Receiving	8.8%	7.5%	6.7%	5.9%	6.6%	6.2%	-0.4%	-1.3%
Current Stores Receiving KS Box								
# of Stores Receiving	40	12	6	8	4	10	6	7
# of New Stores Receiving	39	9	4	4	2	7	5	6
# of Stores Re-ordering	1	3	2	4	2	3	1	1
% of Stores Receiving	1.8%	0.5%	0.3%	0.3%	0.2%	0.4%	0.3%	0.3%
Volume								
Total 4-week KS Box Carton Volume	122	43	15	41	17	25	8	9
Total 4-week Total Parliament Carton Volume	845	790	679	704	712	667	-45	-148
Brand Share (pp)†								
Average KS Box Share in Total Stores	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Average Total Parliament Share in Total Stores	0.07	0.06	0.06	0.06	0.06	0.05	0.00	-0.01
Average KS Box Share in Stores Receiving	0.47	0.23	0.37	0.39	0.24	0.45	0.20	-0.29
Average Total Parliament Share in Stores Receiving	0.50	0.37	0.42	0.44	0.27	0.59	0.32	-0.15
Carton Volume per Week								
KS Box CPW per Store Receiving KS Box	0.76	0.90	0.63	1.34	1.06	0.63	-0.44	-0.71
Total Parliament CPW per Store Receiving	0.82	1.46	0.71	1.53	1.19	0.83	-0.36	-0.51
Distribution of Current Stores Receiving KS Box:								
Industry CPW Breaks	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
<= 75	2	1	2	1	0	2	2	2
76 - 150	22	3	2	3	1	5	4	4
151 - 300	15	3	1	1	2	3	1	1
301 - 500	0	0	1	0	0	0	0	0
501+	1	5	0	3	1	0	-1	0

NOTE: Data reflects approximately 80% of Florida Volume; does Not include WINN-DIXIE & PUBLIX Supermarkets.

1) Share calculations for Stores Receiving are based on total industry volume of stores receiving Parliament KS Box only

* Based on all STARS stores

SOURCE: STARS Store Level database (Analytic Stores)

PARLIAMENT KS BOX FLORIDA INTRODUCTION REPORT

SELECT FLORIDA MARKET: Pensacola

C-Stores

Week Ending:
Manufacturer:
Introduction Date:

October 11, 1997
Philip Morris
April 28, 1997

4 Weeks Ending:	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
Number of Stores Receiving KS Box at least once*	44	49	55	58	59	60	1	54
% of Stores Receiving	2.3%	2.6%	2.9%	3.0%	3.1%	3.1%	0.1%	2.8%
Number of "Clean" Stores	1,048	1,049	983	1,045	1,045	1,045	0	-4
Current Stores Receiving Total Parliament	55	39	30	28	34	31	-3	-11
% of Stores Receiving	5.2%	3.7%	3.1%	2.7%	3.3%	3.0%	-0.3%	-1.0%
Current Stores Receiving KS Box								
# of Stores Receiving	28	4	4	5	3	7	4	4
# of New Stores Receiving	27	2	3	2	1	4	3	3
# of Stores Re-ordering	1	2	1	3	2	3	1	1
% of Stores Receiving	2.7%	0.4%	0.4%	0.5%	0.3%	0.7%	0.4%	0.4%
Volume								
Total 4-week KS Box Carton Volume	88	12	9	15	14	22	8	6
Total 4-week Total Parliament Carton Volume	193	133	102	98	116	115	-1	-18
Brand Share (pp)¹								
Average KS Box Share in Total Stores	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Average Total Parliament Share in Total Stores	0.03	0.02	0.02	0.02	0.02	0.02	0.00	0.00
Average KS Box Share in Stores Receiving	0.50	0.48	0.41	0.57	0.67	0.45	-0.22	-0.29
Average Total Parliament Share in Stores Receiving	0.50	0.48	0.41	0.61	0.67	0.55	-0.12	-0.19
Carton Volume per Week								
KS Box CPW per Store Receiving KS Box	0.79	0.75	0.56	0.75	1.17	0.79	-0.38	-0.55
Total Parliament CPW per Store Receiving	0.79	0.75	0.56	0.80	1.17	0.96	-0.20	-0.37
Distribution of Current Stores Receiving KS Box:								
Industry CPW Breaks	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
≤ 75	2	0	1	1	0	0	0	0
76 - 150	13	3	2	3	1	4	3	3
151 - 300	13	1	1	1	2	3	1	1
301 - 500	0	0	0	0	0	0	0	0
501+	0	0	0	0	0	0	0	0

NOTE: Data reflects approximately 80% of Florida Volume; does Not include WINN-DIXIE & PUBLIX Supermarkets.

1) Share calculations for Stores Receiving are based on total industry volume of stores receiving Parliament KS Box only

* Based on all STARS stores

SOURCE: STARS Store Level database (Analytic Stores)

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PARLIAMENT KS BOX FLORIDA INTRODUCTION REPORT

SELECT FLORIDA MARKET: Pensacola
Supermarkets

Week Ending:
Manufacturer:
Introduction Date:

October 11, 1997
Philip Morris
April 28, 1997

4 Weeks Ending:	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
Number of Stores Receiving KS Box at least once*	0	29	33	33	33	33	0	33
% of Stores Receiving	0.0%	10.0%	11.3%	11.3%	11.3%	11.3%	0.0%	11.3%
Number of "Clean" Stores	135	135	132	132	132	132	0	-3
Current Stores Receiving Total Parliament	41	42	34	39	41	41	0	0
% of Stores Receiving	30.4%	31.1%	25.8%	29.5%	31.1%	31.1%	0.0%	0.7%
Current Stores Receiving KS Box								
# of Stores Receiving	0	0	0	0	0	0	0	0
# of New Stores Receiving	0	0	0	0	0	0	0	0
# of Stores Re-ordering	0	0	0	0	0	0	0	0
% of Stores Receiving	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Volume								
Total 4-week KS Box Carton Volume	0	0	0	0	0	0	0	0
Total 4-week Total Parliament Carton Volume	265	249	239	238	257	227	-30	-47
Brand Share (pp)'								
Average KS Box Share in Total Stores	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Average Total Parliament Share in Total Stores	0.20	0.20	0.18	0.18	0.21	0.19	-0.02	-0.02
Average KS Box Share in Stores Receiving	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Average Total Parliament Share in Stores Receiving	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Carton Volume per Week								
KS Box CPW per Store Receiving KS Box	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Parliament CPW per Store Receiving	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Distribution of Current Stores Receiving KS Box:							Change vs. previous 4 weeks	Change versus Intro Date
Industry CPW Breaks								
<= 75	0	0	0	0	0	0	0	0
76 - 150	0	0	0	0	0	0	0	0
151 - 300	0	0	0	0	0	0	0	0
301 - 500	0	0	0	0	0	0	0	0
501+	0	0	0	0	0	0	0	0

NOTE: Data reflects approximately 80% of Florida Volume; does Not include WINN-DIXIE & PUBLIX Supermarkets.

1) Share calculations for Stores Receiving are based on total industry volume of stores receiving Parliament KS Box only

* Based on all STARS stores

SOURCE: STARS Store Level database (Analytic Stores)

PARLIAMENT KS BOX FLORIDA INTRODUCTION REPORT

SELECT FLORIDA MARKET: Pensacola
All Other Class of Trades

Week Ending:
Manufacturer:
Introduction Date:

October 11, 1997
Philip Morris
April 28, 1997

4 Weeks Ending:	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
Number of Stores Receiving KS Box at least once*	15	25	28	33	35	41	6	40
% of Stores Receiving	0.4%	0.6%	0.6%	0.8%	0.8%	1.0%	0.1%	0.9%
Number of "Clean" Stores	1,037	1,037	913	1,189	1,189	1,189	0	152
Current Stores Receiving Total Parliament	100	85	72	72	81	74	-7	-9
% of Stores Receiving	9.8%	8.2%	7.9%	6.1%	6.8%	6.2%	-0.6%	-1.8%
Current Stores Receiving KS Box								
# of Stores Receiving	12	8	2	3	1	3	2	3
# of New Stores Receiving	12	7	1	2	1	3	2	3
# of Stores Re-ordering	0	1	1	1	0	0	0	0
% of Stores Receiving	1.2%	0.8%	0.2%	0.3%	0.1%	0.3%	0.2%	0.3%
Volume								
Total 4-week KS Box Carton Volume	34	31	6	26	3	3	0	3
Total 4-week Total Parliament Carton Volume	387	408	338	368	339	325	-14	-85
Brand Share (pp)†								
Average KS Box Share in Total Stores	0.01	0.01	0.00	0.01	0.00	0.00	0.00	0.00
Average Total Parliament Share in Total Stores	0.08	0.08	0.07	0.07	0.06	0.06	0.00	-0.02
Average KS Box Share in Stores Receiving	0.41	0.19	0.32	0.33	0.06	0.44	0.38	0.44
Average Total Parliament Share in Stores Receiving	0.52	0.35	0.42	0.39	0.10	0.87	0.77	0.87
Carton Volume per Week								
KS Box CPW per Store Receiving KS Box	0.71	0.97	0.75	2.33	0.75	0.25	-0.50	0.25
Total Parliament CPW per Store Receiving	0.90	1.81	1.00	2.75	1.25	0.50	-0.75	0.50
Distribution of Current Stores Receiving KS Box:								
Industry CPW Breaks	5/24/97	6/21/97	7/19/97	8/16/97	9/13/97	10/11/97	Change vs. previous 4 weeks	Change versus Intro Date
<= 75	0	1	1	0	0	2	2	2
76 - 150	9	0	0	0	0	1	1	1
151 - 300	2	2	0	0	0	0	0	0
301 - 500	0	0	1	0	0	0	0	0
501+	1	5	0	3	1	0	-1	0

NOTE: Data reflects approximately 80% of Florida Volume; does Not include WINN-DIXIE & PUBLIX Supermarkets.

1) Share calculations for Stores Receiving are based on total industry volume of stores receiving Parliament KS Box only

* Based on all STARS stores

SOURCE: STARS Store Level database (Analytic Stores)

PARLIAMENT KS BOX BRAND SHARE

All Stores

4-Weeks Ending 10/11/97

	TOTAL FLORIDA		MIAMI		ORLANDO		TAMPA		JACKSONVILLE		PENSACOLA	
	Share Goal (Parl KSB): 0.50		Share Goal (Parl KSB): 1.3		Share Goal (Parl KSB): 0.44		Share Goal (Parl KSB): 0.26		Share Goal (Parl KSB): 0.12		Share Goal (Parl KSB): 0.06	
	4-Weeks Ending 10/11/97	Change vs. previous 4- weeks	4-Weeks Ending 10/11/97	Change vs. previous 4- weeks	4-Weeks Ending 10/11/97	Change vs. previous 4- weeks	4-Weeks Ending 10/11/97	Change vs. previous 4- weeks	4-Weeks Ending 10/11/97	Change vs. previous 4- weeks	4-Weeks Ending 10/11/97	Change vs. previous 4- weeks
All Outlets Combined												
Parliament KS Box	0.25	0.01	0.94	0.00	0.28	0.03	0.14	0.01	0.07	0.02	0.00	0.00
Total Parliament	0.55	0.01	1.57	0.03	0.61	0.02	0.47	0.01	0.18	0.03	0.05	0.00
C-Stores												
Parliament KS Box	0.26	0.00	1.09	-0.02	0.36	0.03	0.16	-0.01	0.07	0.02	0.00	0.00
Total Parliament	0.51	0.01	1.61	-0.02	0.67	0.04	0.45	-0.01	0.17	0.02	0.02	0.00
Supermarkets												
Parliament KS Box	0.06	0.00	0.97	0.15	0.13	0.05	0.02	-0.01	0.00	0.00	0.00	0.00
Total Parliament	0.43	0.02	1.83	0.25	0.87	-0.03	0.75	0.07	0.18	0.02	0.19	-0.02
All Other Class of Trades												
Parliament KS Box	0.26	0.01	0.87	0.00	0.21	0.03	0.13	0.03	0.08	0.03	0.00	0.00
Total Parliament	0.59	0.01	1.54	0.05	0.55	0.00	0.46	0.03	0.18	0.04	0.06	0.00

NOTE: Data reflects approximately 80% of Florida Volume; does Not include WINN-DIXIE & PUBLIX Supermarkets.

SOURCE: STARS Store Level database (Stores with analytic indicator only)

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PARLIAMENT KS BOX BRAND SHARE

Stores Receiving KS Box¹

4-Weeks Ending 10/11/97

	TOTAL FLORIDA		MIAMI		ORLANDO		TAMPA		JACKSONVILLE		PENSACOLA	
	Share Goal (Parl KSB): 0.50		Share Goal (Parl KSB): 1.3		Share Goal (Parl KSB): 0.44		Share Goal (Parl KSB): 0.26		Share Goal (Parl KSB): 0.12		Share Goal (Parl KSB): 0.06	
	4-Weeks Ending 10/11/97	Change vs. previous 4-weeks	4-Weeks Ending 10/11/97	Change vs. previous 4-weeks	4-Weeks Ending 10/11/97	Change vs. previous 4-weeks	4-Weeks Ending 10/11/97	Change vs. previous 4-weeks	4-Weeks Ending 10/11/97	Change vs. previous 4-weeks	4-Weeks Ending 10/11/97	Change vs. previous 4-weeks
All Outlets Combined												
Parliament KS Box	0.54	-0.05	1.05	-0.02	0.44	-0.03	0.28	0.00	0.28	-0.03	0.45	0.20
Total Parliament	0.98	-0.07	1.71	0.02	0.81	-0.08	0.66	-0.02	0.44	-0.06	0.59	0.32
C-Stores												
Parliament KS Box	0.73	-0.08	1.27	-0.13	0.73	-0.03	0.39	-0.08	0.56	0.03	0.45	-0.22
Total Parliament	1.17	-0.09	1.82	-0.15	1.13	-0.03	0.80	-0.10	0.88	0.04	0.55	-0.12
Supermarkets												
Parliament KS Box	0.91	0.11	1.19	0.22	0.60	0.00	0.32	-0.07	0.00	-0.42	0.00	0.00
Total Parliament	1.87	0.25	2.19	0.38	1.73	-0.31	0.94	0.01	0.00	-0.42	0.00	0.00
All Other Class of Trades												
Parliament KS Box	0.44	-0.03	0.94	0.01	0.29	-0.02	0.20	0.04	0.20	-0.01	0.44	0.38
Total Parliament	0.87	-0.07	1.64	0.07	0.64	-0.08	0.58	0.02	0.31	-0.04	0.87	0.77

NOTE: Data reflects approximately 80% of Florida Volume; does Not include WINN-DIXIE & PUBLIX Supermarkets.

1) Share calculations for Stores Receiving are based on total industry volume of stores receiving Parliament KS Box only

SOURCE: STARS Store Level database (Stores with analytic indicator only)

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